

Message Text

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 AGR-10 CEA-01 CIAE-00 COME-00

DODE-00 FRB-01 H-02 INR-07 INT-05 L-03 LAB-04 NSAE-00

NSC-05 PA-02 AID-05 CIEP-02 SS-15 STR-04 TAR-01

TRSE-00 PRS-01 SP-02 OMB-01 FEA-01 XMB-04 /094 W

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P R 262140Z NOV 75

FM AMEMBASSY SAN SALVADOR

TO SECSTATE WASHDC PRIORITY 9676

INFO USIA WASHDC

UNCLAS SAN SALVADOR 4843

E.O. 11652: N/A

TAGS: ETRD, ES

SUBJECT: GSP IMPLEMENTATION

REF: STATE 277543

1. ON NOVEMBER 25 I CALLED SEPARATELY ON MINISTER OF ECONOMY ROBLES AND ACTING FOREIGN MINISTER CASTANEDA TO DISCUSS WITH THEM POSITIVE ASPECTS OF GSP AND TO LEAVE NOTE OFFICIALLY INFORMING GOES OF PRESIDENT'S ACTION AND SIGNIFICANT OPPORTUNITY THIS PRESENTS TO EL SALVADOR TO EXPAND EXPORTS TO U.S. I NOTICED THAT GSP IMPLEMENTATION IS MAJOR STEP IN MEETING NEEDS OF DEVELOPING COUNTRIES, OUTLINED ITS BENEFITS AND STRESSED THAT IT REPRESENTS AN OPPORTUNITY WHICH IS NOW THE RESPONSIBILITY OF BENEFICIARY COUNTRIES TO EXPLOIT. I ALSO EXPLAINED "COMPETITIVE NEED" PROVISION AND HOW IT COULD BENEFIT COUNTRIES SUCH AS EL SALVADOR WITH SMALLER INDUSTRIAL BASE. I ADVISED THEM THAT WE WOULD FORWARD TO GOES AS SOON AS AVAILABLE COPIES OF THE LIST OF PRODUCTS ELIGIBLE FOR PREFERENTIAL TREATMENT AND LIST OF PRODUCTS FROM OTHER BDC'S EXCLUDED UNDER "COMPETITIVE NECESSITY" PROVISION. COPY OF NOTE AND INITIAL PRESS CLIPS BEING SENT BY POUCH.

2. BOTH ROBLES AND CASTANEDA EXPRESSED SATISFACTION AT GSO IMPLEMENTATION AND INDICATED GOES WOULD GET TO WORK ANALYZING LIST OF PRODUCTS AS SOON AS IT BECAME AVAILABLE.

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3. ON BASIS OF OUR CONVERSATION, ECONOMY MINISTER ROBLES LATER

ISSUED ANNOUNCEMENT TO PRESS, PUBLISHED THIS MORNING, THAT WE HAD NOTIFIED HIM OF OUR ACTION AND THAT HIS MINISTRY WAS SETTING UP A SPECIAL JOINT PUBLIC-PRIVATE SECTOR GROUP TO EXAMINE OUR LIST WHEN IT ARRIVES AND DETERMINE HOW BEST TO EXPLOIT THIS IMPORTANT GRADE OPPORTUNITY. ON BASIS OF CABLES AND WIRELESS FILE ITEMS, USIS PREPARED, DISCUSSED WITH TOP EDITORS AND DISTRIBUTED PRESS RELEASE ANNOUNCING PRESIDENT'S SIGNATURE OF AUTHORIZATION AND EXPLAINING IN DETAIL POTENTIAL BENEFIT OF GSP TO EL SALVADOR. COPIES OF RELEASE WERE ALSO DISTRIBUTED TO VARIOUS MINISTRIES AND PRIVATE SECTOR COMMERCIAL AND INDUSTRIAL ASSOCIATIONS THROUGH SPECIAL USIS BULLETIN. PRESS NOVEMBER 26 FEATURED ECONOMY MINISTER'S ANNOUNCEMENT AND OUR COMMUNIQUE IN CONSIDERABLE DETAIL, EMPHASIZING BENEFITS AND CONCENTRATING ONLY ON POSITIVE ASPECTS. EL SALVADOR'S MOST RESPECTED AND HIGHEST CIRCULATION DAILY, PRENSA GRAFICA, CARRIED FIRST PAGE BANNER HEADLINES "U.S. PREFERENCES FOR OUR COUNTRY". FEATURE STORY INNER HEADLINES IN EL SALVADOR'S SECOND MOST IMPORTANT DAILY, DAIRIO DE HOY WERE "U.S. FREES SALVADORAN PRODUCTS FROM DUTIES".

COMMENT: WE HAVE BEEN ABLE BY OUR INITIATIVE TO PUBLICIZE GSP IN THE MOST FAVORABLE LIGHT AND TO CREATE AN INITIAL POSITIVE TONE IN THE LOCAL MEDIA. WE ARE ALSO PREPARING PRUDENT FOLLOW UP ACTION WITH MEDIA. LET US HOPE THAT WIRE SERVICE RELEASES, WHICH ARE JUST BEGINNING TO MAKE THEIR BRIEF APPEARANCE TODAY, DO NOT GIVE US PROBLEMS BY FEATURING CONTROVERSIAL ASPECTS OR THIRD COUNTRY CRITICISM. IT IS ESSENTIAL THAT WE RECEIVE THE GSP PRODUCT LIST SOONEST SO THAT OUR POSITIVE MOMENTUM MAY BE SUSTAINED.

MOSKOWITZ

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